



USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/28 thru 12/04.
 (prices in dollars per carton)

Fri. Nov 28, 2014

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		12.8% of 22,900 stores				36.7% of 22,900 stores				13.0% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			420	1.64			170	1.27			320	1.04
	White 18 pack			50	2.47	40	2.99	410	2.59	10	2.70	320	2.15
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	140	2.09	790	1.52	10	1.29	2,390	1.43	140	2.19	600	1.64
SPECIALTY	White 18 pack			160	2.08			770	2.18			330	1.71
	Brown 12 pack			60	2.50							20	0.69
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			340	4.79	90	3.99	310	4.59	20	5.98	50	4.19
	OMEGA-3												
SPECIALTY	White 12 pack	10	2.69	520	2.92			2,450	3.10			590	2.79
	Brown 12 pack											20	3.29
	CAGE-FREE												
	White 12 pack	40	2.49	160	2.94	90	2.99	2,250	2.69			140	2.54
	Brown 12 pack	260	3.52	210	2.72	200	3.79	2,920	2.70			190	2.70
	VEGETARIAN FED												
SPECIALTY	White 12 pack							120	2.50			60	2.63
	Brown 12 pack							700	2.48				

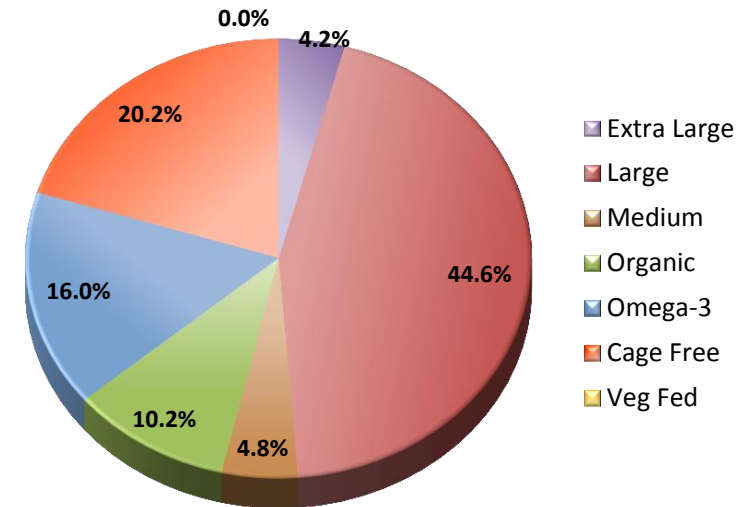
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,620	3,790	1,740	Large Eggs on Sep-02-2014
Specialty	1,540	9,130	1,070	
Total (includes MD)	3,320	13,350	2,840	421.5
Special Rate 4/:	0.3%	2.3%	0.7%	down 13.4%

5/ 1,000's of 30-doz cases

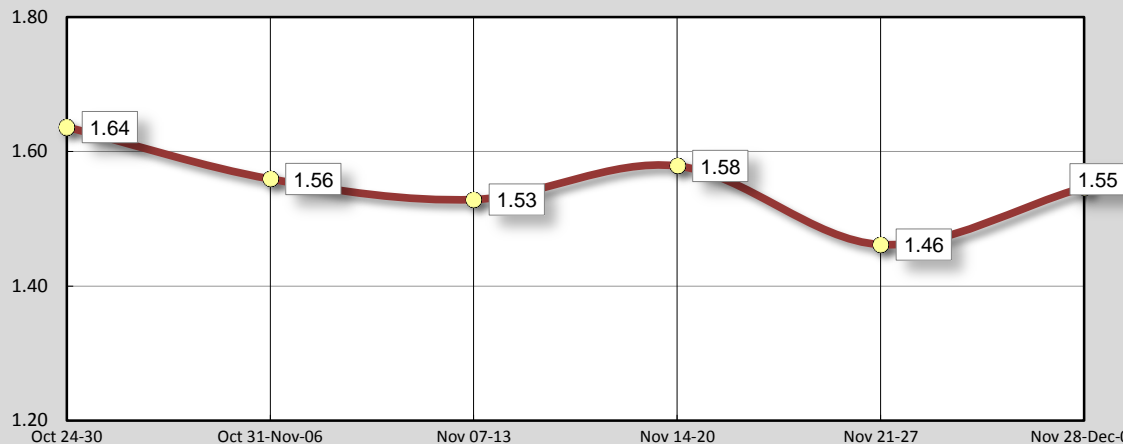
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs decline as the number of sampled outlets featuring eggs is sharply less than a week ago. Higher egg prices appear in circulars near the week's end thus causing the average price of Large White eggs, Grade A or better, to consumers to increase. No price specials are very limited. Ads for Medium eggs are maintaining a steady presence in circulars, however ads for Extra Large eggs increase in visibility. Promotions of specialty shell eggs is down sharply from the previous week. Liquid egg products are seeing a boost in feature activity, especially in the Southeast regions. Egg nog promotions decline.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/:** ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/:** STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/:** SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)									
Feature Rate ^{1/} Activity Index ^{2/}		27.6% of 4,700 sampled outlets Activity Index = 1,620 (includes Medium)						4.7% of 5,900 sampled outlets Activity Index = 260 (includes Medium)						12.8% of 4,200 sampled outlets Activity Index = 590 (includes Medium)									
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE						
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/				
USDA GRADE AA	White 12 pack																1.49 10 1.49						
	White 18 pack																						
	Brown 12 pack																						
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			1.33 10 1.33						
USDA GRADE A	White 12 pack	2.09	140	2.09	0.97 - 2.00	390	1.86				0.97 - 1.47	260	1.06				0.89 - 1.25	20	1.07				
	White 18 pack						1.99				110	1.99											
	Brown 12 pack				2.50	60	2.50	White 12 pack			White 12 pack			0.98 - 1.19			70	1.03					
	MEDIUM	White 12 pack			1.33 10 1.33			White 12 pack						White 12 pack									
		White 30 pack						White 30 pack						White 30 pack									
S P E C I A L T Y	USDA ORGANIC																						
	White 12 pack																						
		Brown 12 pack	3.99 - 5.98			340	4.79																
	OMEGA-3		2.69 10 2.69			1.99 - 3.00			470 2.96									2.00 - 2.99			40 2.66		
	White 12 pack																						
		Brown 12 pack																					
	CAGE-FREE					1.99 - 3.29 160 2.94									2.49 40 2.49			2.99 30 2.99					
	White 12 pack																						
	Brown 12 pack	2.99 - 3.59			40	3.30							2.49 - 3.79			260	3.52						
VEGETARIAN FED																							
White 12 pack																							
	Brown 12 pack																						
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)									
Feature Rate ^{1/} Activity Index ^{2/}		11.7% of 4,200 sampled outlets Activity Index = 530 (includes Medium)						11.4% of 2,800 sampled outlets Activity Index = 300 (includes Medium)						1.4% of 1,200 sampled outlets Activity Index = 20 (includes Medium)									
USDA GRADE AA	White 12 pack				1.25 - 1.59			160	1.49				1.79	230	1.79				1.25 20 1.25				
	White 18 pack							2.47	50				2.47										
	Brown 12 pack																						
	MEDIUM	White 12 pack						White 12 pack			2.24	10	2.24	White 12 pack									
USDA GRADE A	White 12 pack				1.50			120	1.50														
	White 18 pack				2.27			50	2.27														
	Brown 12 pack				0.98			60	0.98	White 12 pack			White 12 pack										
	MEDIUM	White 12 pack						White 12 pack						White 12 pack									
		White 30 pack						White 30 pack						White 30 pack									
S P E C I A L T Y	USDA ORGANIC																						
	White 12 pack																						
		Brown 12 pack																					
	OMEGA-3											1.90 10 1.90											
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VEGETARIAN FED																							
White 12 pack																							
	Brown 12 pack																						



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

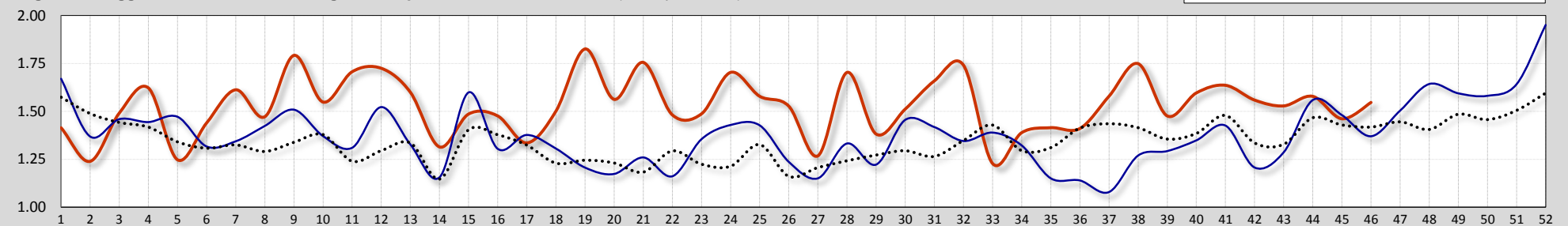
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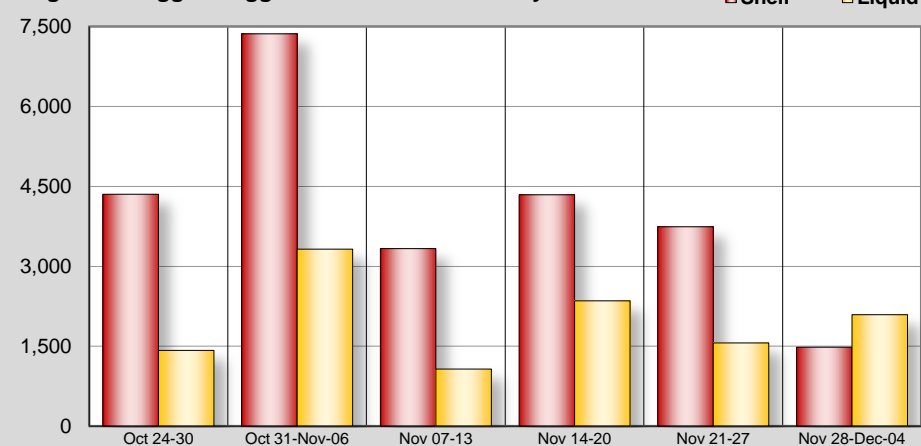
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	9.0%	7.1%	6.8%	15.8% of 4,700 sampled	18.3% of 5,900 sampled	0.5% of 4,200 sampled	1.8% of 4,200 sampled	0.0% of 2,800 sampled	10.8% of 1,200 sampled
2/ Activity Index	2,090	1,560	2,440	Activity Index = 780	Activity Index = 1,080	Activity Index = 20	Activity Index = 80	Activity Index = 0	Activity Index = 130
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. crtn	1,420 2.20	1,390 2.83	1,080 2.51	2.49 - 3.14 260 2.66	2.00 - 3.29 1,080 2.01		3.29 80 3.29		
32 oz. crtn	670 4.11	150 5.17	1,200 4.58	3.89 - 5.49 520 4.26		3.99 20 3.99			3.50 130 3.50
3 - 4 oz. cup		20 2.98	160 2.50						
2 - 8 oz. cup									
EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	15.2%	27.9%	17.4%	33.2% of 4,400 sampled	3.0% of 6,000 sampled	5.6% of 4,000 sampled	13.9% of 4,000 sampled	20.7% of 2,900 sampled	30.3% of 1,200 sampled
2/ Activity Index	3,910	7,330	4,050	Activity Index = 1,840	Activity Index = 210	Activity Index = 340	Activity Index = 580	Activity Index = 570	Activity Index = 370
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
32 ounce	1,360 2.79	2,910 2.81	1,390 2.45	1.99 - 3.99 860 2.97	1.99 - 2.19 100 2.02	1.99 - 3.99 240 2.64	2.49 - 3.00 160 2.55		
64 ounce	2,550 4.30	4,420 3.79	2,660 3.70	3.99 - 5.99 980 4.99	3.39 - 4.69 110 4.10	2.99 - 5.99 100 4.02	3.49 - 4.29 420 3.84	3.50 - 3.99 570 3.97	3.49 - 3.99 370 3.66

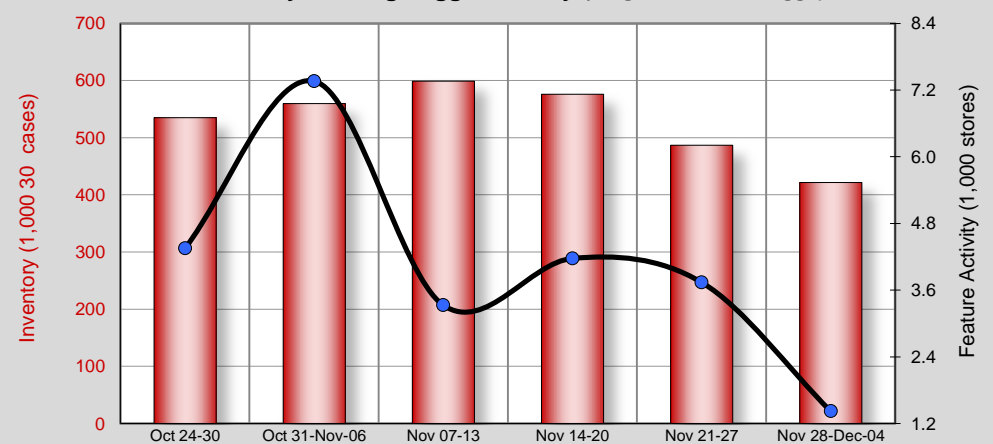
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

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